

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Heritage Sign & Display

#### Manufacturers Resource Center

#### Heritage Gains New Products and Customers through MRC Market Opportunity Research

**Client Profile:**

Heritage Sign & Display manufactures point-of-purchase advertising displays and mirrors and lighted signs for the wine and spirit industry in the United States. Heritage employs 50 people at its facility in Nesquehoning, Pennsylvania.

**Situation:**

The Heritage management team wanted to better understand the changes in their current market and find ways to enhance their business growth through expansion into new markets and new products. The company asked the Manufacturers Resource Center (MRC), NIST MEP network affiliate, to conduct an industry and competitive analysis.

**Solution:**

MRC conducted a Market Opportunity Research (MOR) project to inform Heritage management about new business growth opportunities. The process included interviews with staff, current and potential customers, and research into the current market, competitors, and new market opportunities. Results from the research determined the company's core competencies and uncovered new product technology, distribution channels and markets. MRC discovered that potential customers desired more high tech signage such as LED and digital, which would add desired product enhancements to existing products for Heritage. Opportunities were identified in order to expand Heritage's market penetration through distribution of existing products into new distribution areas. Suggestions were given on how the current and newly identified markets would utilize new, innovative and higher technology products. MRC collaborated with the Mid-Atlantic Trade Adjustment Assistance Center (MATAAC) to assist Heritage in successfully obtaining grants to financially support future improvement projects. As a result of MRC's recommendations, Heritage has begun solar panel implementation and operation improvement of plant and office. Since Heritage has upgraded technology in their products and engaged other distribution channels, they have increased their business and have hired new employees to keep up with their increased demand.

**Results:**

- \* Increased business by 15 percent.
- \* Created 4 jobs.

**Testimonial:**

"The MRC research helped us identify new technology to advance our products to meet current and future customer needs. They also uncovered a new distribution channel which improved sales. MRC is a trusted resource for our company to keep us ahead of our competition."

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Lydia Amodea, Vice President